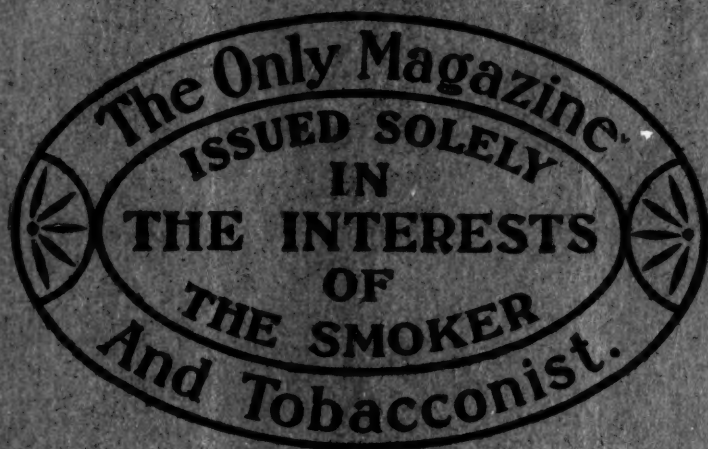


Volume XI.  
Number 5.

NOVEMBER, 1903.

\$1.00 a Year.  
10c. a Copy.

# THE SMOKER'S MAGAZINE



PUBLISHED BY  
**THE SMOKER'S MAGAZINE CO.**

NEW BRUNSWICK AND NEW YORK.

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**Holland Office Building Cigar Stand**

# JOHN HOFMAN CO.,

MANUFACTURERS HIGH GRADE  
OF

## SHOW CASES,



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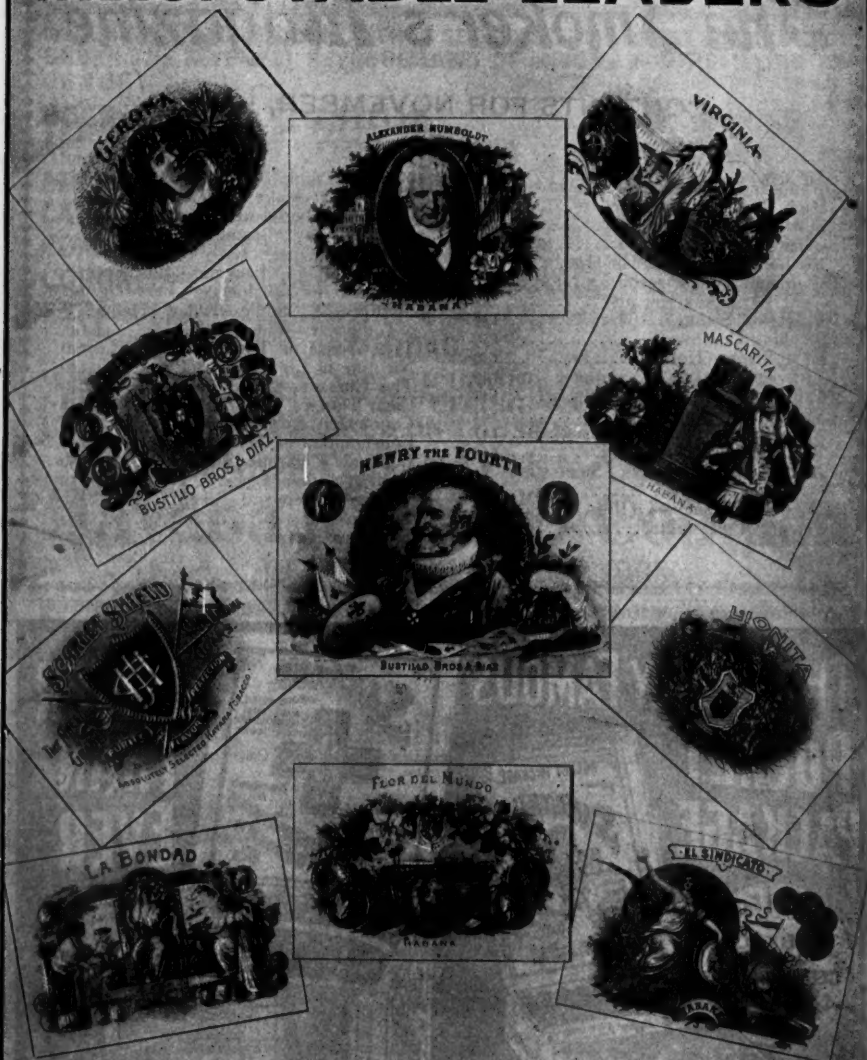
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# "INDISPUTABLE LEADERS"



## BUSTILLO BROS. & DIAZ

Manufacturers of Clear Havana Cigars

Havana, Fla. - Havana, Cuba.

Office, 58 Warren St., New York

VOLUME XI.

NUMBER 5.

# The Smoker's Magazine

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THE JUSTLY FAMOUS  
POCKET  
PACKAGE

A FEW LEAVES  
OF  
TOBACCO  
AND TEN  
CLEAN FINGERS  
MAKE THE  
SANATEL STOGIE



BETTER  
THAN  
EVER

**SANATEL TOBACCO CO. WHEELING, W.VA.**  
ALEX. BOLTON, Propy.

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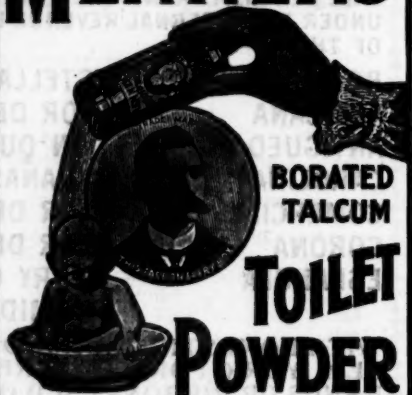
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If you feel weak, all tired out, sleep does not refresh or the appetite and digestion are poor, you will find it invaluable.

It cures the causes of Headache, Wakefulness, Dyspepsia and reduced state of the nervous system. It is the most Nourishing, Strengthening and Invigorating Tonic known.

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**BORATED  
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## **TOILET POWDER**

**DELIGHTFUL AFTER BATHING, A LUXURY AFTER SHAVING**

**Beautifies and Preserves the Complexion.**

A positive relief for BRUITY HEAT, CHAFING and SUNBURN, and all afflictions of the skin. For sore, blistered and perspiring feet it has no equal. Removes all odors of perspiration. Get MENNEN'S (the original), a little higher in price, perhaps, than worthless substitutes, but there is a reason for it. Sold every where, or mailed for \$1.00. **AVOID IMITATIONS.** (Sample free).

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Made "At the Sign of the Bull Dog"

## **Henry Irving "Bull Dog"**

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## **Pure Habana Segars**

We guarantee them uncommonly good.

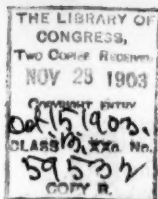
For 50c. we will send you picture of King Lud in unique kennel frame.

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### **The Roycroft Segar Shop,**

**NEW YORK.**

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# THE SMOKER'S MAGAZINE

.. The Only Illustrated Monthly Magazine Issued ..  
.. For Smokers, Tobacconists, Guests and Hosts. ..

Vol. XI.

November, 1903.

No. 5

## Hotel and Office Business Stands.

**E**VERY Hotel has its cigar stand, which is an institution that has become as much a part of the regularly established departments of the house as the dining room. In many instances the business of the news vender is coupled with it, but in the majority of the leading houses the cigar stand is maintained as an entirely separate institution—in many cases it is under different management, being leased from the house by the cigar-man. And while this form of traffic in a measure reduces the patronage of the regular cigar establishment in a greater or less degree, the convenience of a hotel stand must not be denied. Guests can find no reasonable objection for patronizing them, for the reason that the class of cigars sold, usually comprise the best brands; and in the majority of instances the price-cards usually indicate about the same amounts per cigar as charged by the regular tobacconist, although the "3 for 25c." or "2 for 25c." system of ticketing cigars may in certain cases be changed to "10c. straight" and "15c. straight." Many smokers complain bitterly as to the quality, or

rather lack of quality, of the 5c. cigars sold at many of these stands. One man remarked recently that they were nothing more or less than "trade killers." At the hotel stands the rule seems to be to keep every 5c. brand out of sight in the endeavor to boost the sales of 10c. and 15c. cigars. Considering the usual 5c. cigar handled it would seem that the cigar seller must make fully as much profit on it as he does on the more costly brands—one who knows, or is at least in a position to know, says that many of the goods handled in hotel stands cost in the neighborhood of \$16 per thousand. This would show a profit of nearly 3½cts. on each cigar.

The great variety of goods handled by the general tobacconist, particularly pipes, smokers' articles, etc., may be missing in the hotels, the staple articles being almost exclusively high-grade cigars and cigarettes. But any reasonable smoker may find all he craves in the smoking line while a guest by patronizing the hotel stand.

Another form of cigar traffic that has grown to tremendous proportions, and risen to the magnitude of an in-



dustury apart from that of the tobacconist who carries on business in the regular mercantile shop, is that confined to the great office buildings in the large cities throughout the country. One fails to realize at a hasty glance, the importance this line of cigar business has assumed. Nearly every large office building has, in close proximity to its elevators, a cigar stand. The variety of goods handled here is in the main greater than that carried by the proprietor of the hotel cigar stand. The customer will frequently be able to purchase his pipe, and his smoking and chewing tobacco here, and snuff is generally one of the ingredients on sale.

Some may doubt the snuff suggestion, but there is no need for dispute. The number of people who use snuff is really astonishing, and immense quantities of it are daily sold and used, not only in New York, but in many other sections. The office building cigar dealers sell more of it than those who conduct the hotel stands, and the bulk handled by some of the former in certain sections, equals in many cases the amount sold by the regular tobacconist.

While one may purchase as good a cigar in the office building as in the hotel, it is sad to relate that a smoker has always an equal chance of buying a poor cigar of an office building tobacco vender. This may be due to the fact that the former draws from a far more numerous public than the latter, and therefore must carry a larger variety of goods to suit a greater diversity of tastes, from the messenger and office boy who demand "twofers" and vile cigarettes, to the man who pays the highest office rent.

At any rate the office building cigar stand has become popular, for the reason that it is a great convenience, and out of public necessities arise notable establishments that become institutions.

Considering the number of square feet occupied by hotel and office building cigar stands, the rent demanded

and paid to the owner is sometimes enormous and the cigar seller necessarily must transact a goodly volume of business to pay expenses and make a living profit.

#### A Liberal Offer for Hotels.

**M**AY we give you a Set of Hotel Register Dates for 1904 (366 Days), gummed and ready for use?

These Dates are plain, neat and attractive, and each Date-line is  $\frac{1}{2}$  inch wide by 5-inches long, and being printed in a brilliant red ink on first quality white paper, their use will improve the appearance of any Hotel Register, facilitate reference, save clerk's time, and obviate all possibility of dispute as to when a guest arrived and registered, etc. The Dates cost Nothing and Save Money and Time.

No Advertisement appears on them —no man's advt. should appear daily on a Hotel Register. Hotel Proprietors should send us \$1 for THE SMOKER'S MAGAZINE for 1904, which contains much valuable information and matter that will not only interest them but also Hundreds of their Guests, and we will mail a set of Register Dates, FREE.

The Best Hotels use them and no up-to-date house can afford to do without them. Many write: "We accept your liberal offer."

Register Dates are valuable and as the supply is limited orders should be sent at once, which will be filled promptly. Sample Dates furnished free upon receipt. Address letters and orders to

THE SMOKER'S MAGAZINE CO.  
41 Park Row, New York.

"My wife found a poker chip in my pocket, and I told her it was a dyspepsia tablet."

"That was clever."

"Far from it! She swallowed the chip, and the doctor's bills cost me more than the jackpot."

### Hotel Stories.

**C**IDER was recently sold by a Chicago restaurant at \$4 a quart—carbonic acid gas and counterfeit labels led guests to believe they were drinking champagne. The cost of this drink was said to be 20c. a gallon. Substitution is surely an art.

—The Royal Poinciana, Palm Beach, Fla., is the one hotel in the country that is larger than the United States Hotel at Saratoga Springs, N. Y.

—Make all arrangements for room and board before registering is the way that works well in many sections of the world and especially in Cuba—a full understanding always prevents arguments.

—Napoleon Bonaparte Hotel, to cost \$1,000,000 or more, now being erected in St. Louis for the Fair crowds, will have 2,300 rooms. The world, and Chicago especially, will watch the outcome of this gigantic enterprise with interest.

—A \$30,000 addition to the famous Canfield Club House in E. Congress St., Saratoga Springs, N. Y., is being erected and will be ready for occupancy in the spring.

—When the Hotel Knickerbocker, now being erected on the site of the old St. Cloud Hotel, 42d St. and Broadway, New York, is completed early in 1904, it will have cost upwards of \$5,000,000 and will be one of the most elaborately equipped hostelrys on the globe. James B. Regan will be the proprietor.

—The Grand Hotel in San Francisco, now under the able management of Col. John C. Kirkpatrick, has the enormous number of 1,519 rooms, and is a consolidation of the Grand, Burlington and Palace Hotels.

Chas. Jaimes is now sole proprietor of the new Sturtevant House, West 35th St., New York, having recently purchased the interest of his partner, Frank J. Bang.

—The largest hotel ever erected at a World's Fair will be known as

"The Inside Inn," which is now in course of construction on the grounds of the Louisiana Purchase Exposition. This will be the only hotel within the grounds, hence its name, "Inside Inn." It will have 2,267 rooms, with accommodations for 4,000 to 6,000 guests. It will be conducted on the duoplan and under the management of the World's Fair Company, the concessionaire, E. M. Statler of Buffalo, being under bonds to provide accommodations satisfactory to the Exposition Company.

—Henry A. Bang and Frank J. Bang have become proprietors of the Hotel Lincoln, Broadway and 52d St., New York, which they took possession of on the first instant under a 10 years' lease at \$300,000 rent for the term. It is a high-class family and transient hotel, containing 150 rooms, all of which are fully occupied, and there is also a waiting list.

—The new Hotel St. Paul at Columbus Ave. and 60th St., New York, has been leased to Daniel P. Ritchie, late of the Planters' Hotel, St. Louis, for 21 years at \$840,000 rental for the term.

—A. C. Bilicke, a hotel man of Los Angeles, Cal., is said to have in mind a project to erect a 10-story, 500-room hotel in that city, to cost half a million dollars.

—It is claimed that the little kingdom of Belgium sets up the finest table d'hôte dinners in all Continental Europe.

—Fred S. Avery, formerly a hotel proprietor of Mt. Clemens, Mich., has opened the hotel Euclid, in Cleveland, Ohio. He will conduct it on the European plan. And Mr. Avery knows how.

—The hotel manager is graphically described as being the power-house of the cables of the hotel in which he is employed. He is the brain-piece, the whole machinery, the clerks carrying out his orders, as the only means to a successful result.

—The Ross Brothers, late of the Rathbun, Elmira, N. Y., have pur-

chased the Louisville Hotel, at Louisville, Ky., for \$300,000.

—The Hotel Hartman, of Columbus, Ohio, is now conducted on the European plan.

—Gen. Charles C. Hilton has leased the new 80-room fire-proof hotel at Beloit, Wis.

—The Battle House, at Mobile, Ala., has been changed to the European plan.

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They are compelled to eat luncheon here in an atmosphere of tobacco smoke which they might escape if they went to the women's dining room. A cynical smoker who was commenting on this preference of women for an atmosphere of tobacco smoke said:

"It is merely the perversity of the sex. If I happened to light a cigar on the woman's side of a ferryboat or in a seat of an open car where smokers were not allowed, any one of these women who sit here contentedly from choice sniffing this tobacco smoke, would probably protest and glare at me until I got out."

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**T**HE most brilliant season in the history of any American stock company is now at its height at Proctor's 5th Ave. Theatre, where the audiences are notable not only for size, but for excellence of character. Mr. Proctor's plan of reviving favorite plays of years ago, alternately, with elaborate productions of latter-day

Broadway successes, has succeeded to a charm, and the handsome Theatre as a result is crowded to its capacity twice daily. The bill of headliners at the 23d St. Theatre is an excellent one; and entertaining high-class productions delight large audiences at Mr. Proctor's 58th St. and 125th St. houses. Numerous vaudeville acts of a high order are generally interpolated at the latter house. The stranger within New York's gates may always witness a clever entertainment at any of Mr. Proctor's theatres.

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### Puffs of Smoke.

**B**ROOMSTICK is the name of a new brand of 5c. cigars recently placed on the market by J. Edward Cowles, the clever and enterprising manager of the cigar department of Austin, Nichols & Co., New York. The label is a catchy reproduction of a yacht under full sail, manned by three Cowlesque sailor girls, one steering the craft and two with broomstick in hand, which aptly illustrates the catch phrase, "It Sweeps the Deck," appearing at the bottom of the label. Broomstick is a strictly high-grade cigar which will go to the trade at \$35 a thousand. The premium-certificate plan, which proved so successful with Sweet Violet cigars will also be employed to push Broomstick, and notice is given to the trade that any infringements on this brand name will be vigorously prosecuted.

—Satisfying progress is being made by the Onargo Sigaret Co., 141 Maiden Lane, New York, and one of their latest efforts which is known as "Squabs," under its Rivoli brand, is making quite a sensation. The color scheme of the package is very dainty and original and the goods are surely of "The Better Sort," which appropriate slogan appears on all of the company's advertising. Another of this concern's late comers is known as the "Onargo Perfecto," a mammoth cigarette, retailing at 5c. each.

—Cameron & Cameron Co., Richmond, Va., have a 5-pound Christmas box, with certain free goods, that has proven most interesting to retailers looking for something unique in Holiday goods. The box contain Richmond Club Mixture, U-Mix, Coronet Medium, Pocket Slice, English Bird's Eye, Rupicola Mixture and English Cube Cut, there being 1¼ lbs. of the first mentioned and ⅝ lbs. of each of the others. The free goods are 100 Fatima Turkish cigarettes in foil, 1 box U-Mix and 1 box Gold Medal C. P., in 3 1-3 and 1 2-3 oz. respectively.

The trade price is \$4.40 and as the goods can be readily sold for \$7.85 it enables the retailer to make a handsome profit.

—The usual large force of expert cigarmakers continues busy at the factory of The Ferdinand Hirsch Co., Key West, Fla. Business is considerably above the normal and exceedingly heavy shipments are being made almost daily. An ever increasing demand for "Mi Favorita" is apparent.

—American Inventors and Originators continue to be exploited in a forceful manner by E. M. Schwarz & Co., 73d St. and 2d Ave., New York, and the sales are well above the average. Jos. B. Wertheim recently completed a particularly successful trip through the Middle West and D. Emil Klein has shown increasing sales along the line of his trip through the West and Northwest.

—Leo W. Mayer, of the Hilson Co., New York, has recently made a successful trip through the Middle West in the interests of the Hoffman House and other brands of this well known firm.

—Business is most satisfactory with the enterprising house of M. Stachelberg & Co., 383-385 W. Broadway, New York, and the prospects are that the New York and Tampa factories will continue to be extremely busy until well after the Holidays. The Tampa factory has never before been so busy as now. Ludwig Lasker, one of the hustling representatives of the house, recently made a short visit to New York headquarters after the most successful trip he ever made over his territory, and immediately started on another trip to cover his entire territory with La Fama Universal and their other popular brands before the Holidays. Isidor W. Lederer is showing most excellent results in his Western territory, while Newton B. Stachelberg has given a most excellent account of himself, booking many good orders. Edjar J. Stachelberg has been characteristically and aggressively active at the New York factory and expects to

take a trip to the Tampa factory at an early date.

—During Jose Diaz's recent Pacific Coast trip in the interests of Bustillo Bros. & Diaz, of New York, Tampa and Havana, he secured an order from Michalitschke Bros. & Co., San Francisco, for 1,157,000 of the Alexander Humboldt brand. Other record breaking orders for Henry the Fourth and their other "Indisputable Leaders" were also secured by Mr. Diaz. At the Tampa factory the working force has been steadily increasing until the immense building is almost pushed to its fullest capacity.

—The recent Western trip of John W. Merriam, in the interests of John W. Merriam & Co., 135, 137 & 139 Maiden Lane, New York, was the most successful and resultful one he ever made, and many handsome orders were booked along the line. The Roycroft Segar Shop certainly secures its full share of the clear Havana cigar trade from the territory so systematically and thoroughly covered by its many able representatives. Henry A. Neustadtler and I. Van Baalan are conducting a strenuous campaign in their territories and sending in orders for Baron De Kalb, Henry Irving, Bull Dog and the other ready sellers of this wide-awake house, and matters at the "Sign of the Bull Dog" are moving along in a very busy manner.

—Many critical smokers find "Mayer's 604 Panetelas," a satisfying stogie smoke. They contain nothing but long filler and are strictly hand-made in a modern sanitary factory. Dealers who do not handle these goods really do not know how good they are and it can redound to their advantage to write W. I. Mayer & Co., 606 Liberty St., Pittsburgh, Pa., and secure samples and prices.

—The outlook of the Ruy Lopez Co., of New York and Key West, is most satisfying, and orders now on file are of sufficient bulk to keep the factory more than busy for several months to come even though no new

orders are received during that period, which is not at all likely, inasmuch as new orders in five figures are being received in almost every mail. New hands are being added and President John Wardlow, who efficiently manages the factory, is kept busy personally superintending the various details and shipments.

### Smoking Contests.

**T**HE Germans evidently like smoking contests, and they probably hold the records for these contests, even if they are profitless when won. Under the heading of "Eccentric Records" the Figaro gives the following account of a smoking competition in Germany: Like others, smokers have their classic performances in official competitions, and the cigar smokers' world's championship has been smoked for at Berlin. The victor was the one who, in a period of two hours, without eating or drinking, smoked the largest number of Havana cigars. The cigars were of the same length and thickness for all the competitors. Twenty-seven devotees of Lady Nicotine took part in this tournament. Herr Ruthal, a Silesian, was the victor, he having consumed eleven cigars in the two hours. The second and third were a long way behind, with but seven and six Havanas respectively to their credit. While on the subject of smoking competitions, mention may be made of the record for slowness of smoking, set up at Gand in March, 1900. In a competition Mein Herr Van Ecke took two hours and seven minutes to smoke his pipe, without having had to relight it. But Dutchmen's pipes, like their breeches, are pretty capacious.

Their remarks, of course, referred to a "Pat" hand.

Barney—"Well, I call yez. What hev yez got?"

Pat—"Four trowels and a black shamrock, be jabers."

Illustration by Thomas E. Nelson



### New Smoke Houses.

**U**NDER the able management of Charles Crawford, a very handsome cigar establishment has been opened in Liberty, Ohio.

—A very attractive and up-to-date cigar store has been opened in East Derby, Conn., by Albert H. Yudkin.

—F. C. Miller recently opened a new and attractive cigar store in Grant's Pass, Oregon.

—In Pittsfield, Me., F. H. Bagley has opened a very fine and modern cigar establishment that looks like a winner.

—A cigar establishment to be conducted on modern lines has been opened by John Meehan, 303 W. Centre St., Mahanoy City, Pa.

—What looks like success from the start is the well equipped and attractive cigar store opened by A. F. Haggert, on Main St., Brazil, Ind.

—Isaac Weighman has opened a very attractive cigar store in Darby, Penna.

—M. Calkins, formerly a newspaper man, has opened a first-class cigar store in Coudersport, Pa., where he has taken to the work as one to the manner born.

—An up-to-date cigar establishment has been opened at 247 Northampton St., Easton, Pa., by Lake Berman, formerly of Baltimore.

—Under the able management of Raftican & Kennedy, a first-class cigar store has been opened at 15 East Federal St., Youngstown, O.

—J. Bond has purchased the cigar store formerly conducted by Fred Kitchell, Madison, N. J.

—Under the proprietorship of Chas. D. Pierson, a well known and popular jobber, an attractive cigar store has been opened in Indianapolis, Ind.

—W. B. Newman has opened a cigar stand in the street railway waiting room, Battle Creek, Mich., an excellent location that should prove a decided success.

—At South Cumberland, Md., the cigar store of G. L. Pearce has been purchased by Thomas E. McLaughlin,

who is demonstrating his ability to retail cigars successfully.

—One of the handsomest cigar establishments in the West is the "Rex," under the management of W. S. Conrad and Frank Hansen, Ryan Building, Grand Forks, N. D.

—The cigar store recently conducted by Shearer & Lichty, on North George St., York, Pa., has been purchased by D. F. Saylor.

—A cigar store was opened in the Hynes Hotel, Utica, N. Y., by Wm. McCarthy, who for several years ably conducted one in the St. James Hotel.

—D. R. Smith has purchased the cigar store of W. J. O'Donnell at Bedford, Pa. He is well competent to take hold and manage it successfully.

—Franz Wolf has opened a very fine and up-to-date cigar store at 230 East Center St., Mahanoy City, Pa.

—The new Gunst store, situated at Market and Turk Sts., San Francisco, Cal., has been opened, and in spite of the lack of space it is well equipped and handsomely and elaborately fitted and decorated. M. S. Saber is still the able manager and a large increase in sales may be looked for.

"Do you think it polite," said the foolish stranger, as he flicked the ash from his cigar, "for a man to sit in his shirt sleeves and play cards all day?"

"Yes, sir," answered Three-Finger Sam, of Deadwood Gulch, "and maybe it'll be for your own good to remind you that the fewer sleeves a man has on when he plays cards around these diggins the less liable he is to fall under suspicion."

Reggie—"My girl has such lovely red lips."

Algy—"Oh! pshaw! I'll put mine up against hers any day!"—Detroit Free Press.

Lady (to tramp)—"If I give you a nickel what will you do with it?"

Tatters—"Buy a Carolina perfecto and stroll down to de Waldorf-Astoria for lunch."

## The Advertising of Smokes.

**W**HEN a man goes fishing he doesn't watch the other fisherman, provided he wishes to bring home any fish himself—he gives close attention to his own rod and line and sees that his own hooks are properly baited; then when he has a nibble he can give proper attention to it and land his fish. No matter the line of business in which a man may be engaged he will show more progress and make more money by attending strictly to that business than to spend too much time in watching what his competitors are doing.

It is all well enough to keep an occasional eye on the other fellow, so as to have a line on what he is doing, but at the same time every man should attend to his own knitting and not waste his time trying to find out what others are doing or going to do. Always have both eyes on your customers, study how to bring new customers to the store but at the same time be sure to attend to the old ones and success will then be more likely to crown your efforts.

The business establishment that is neat, clean and conducted as such a place of business should be is sure to secure the most desirable patronage of the section in which it is located. This store is attractive and will attract trade; while a messy, dusty and slovenly appearing shop will drive away the most profitable trade.

Order should extend itself to every part of the business—the appearance of the window display and the store itself should not be neglected. This point is demonstrated in a most practical manner in a certain cigar establishment in New York where a neatly uniformed porter is constantly employed in dusting, polishing and keep-

ing everything up to the highest standard of brightness and cleanliness. The appearance of this store is immaculate, and as an enormous business is transacted this would seem to prove the value of cleanliness and careful attention to appearances.

Another case in point is that of a retail shop located on one of New York's busiest thoroughfares, which however has been torn up for some two years past in putting down the underground Rapid Transit road. Many merchants on this street have gone into bankruptcy and nearly all of them have complained of very poor business, due to these tunnel excavations. The appearance of the first mentioned establishment has not only been maintained but has been improved and elaborated from time to time by its far-seeing proprietor and during the period of poor business experienced by other merchants, this store has been made able to nearly double its sales. This is due entirely to the attractive appearance of the store, superior goods and courteous attention to customers.

Attractiveness in show window and shop is by far the best and most effective advertising that any cigar merchant can possibly make use of. Displaying goods is in itself an art that can be made the feature of every business. A passerby may not realize that he has any desire to buy anything but when attracted to the window and he sees there some article that catches his fancy, it is often an argument in favor of his possessing it. How necessary it is that the art of display should be given all necessary time and study in order to bring it to the highest state of perfection.

"A penny wise and a pound foolish"

are they who in order to curtail expenses are downright stingy when it comes to spending a little money on their show window or for improving the appearance of the store—this is advertising pure and simple and good advertising is always worth money. When a man spends \$5 or \$10 for a display advertisement in a program, directory, some club journal or other fake scheme that is utterly valueless, it takes him a long time to get over kicking about it.

“They have named a new brand of cigars for Barker.”

“I should consider that quite an honor.”

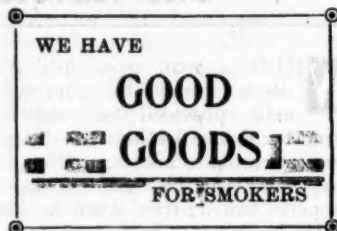
“You wouldn't if you smoked one of the cigars.”

Legitimate advertising always pays which would seem to be proven by the fact that something like six hundred millions of dollars are expended annually in various advertising throughout the world. In case it didn't pay it is needless to say that the hard headed businessmen of the world would not continue to spend their good money for publicity. On the other hand it is reasonable to suppose that men will make mistakes in certain experimental advertising work, but there is no merchant in this country who will ever make a mistake by investing money in his window displays and keeping his store so attractive and up-to-date that it is a leader in his line of business.

A show card in a window or store is a valuable adjunct for calling special attention to any particular line of goods and usually one card of appropriate size can be used in almost any window display. To fill the window with several large cards or bulletins would be most unwise, and one good card is worth a dozen poor ones.

An announcement of a general character to direct favorable attention to

practically all the goods in display might be as follows:



The generous display of “good goods” in center of card should be observed carefully as that is the main point of issue, and when that is well pressed into the gray matter of the average smoker, and the assertion is backed up by the goods, the cigarman will have his hopes realized in increased trade.

The card suggestion and idea following may be profitably used in the show window. It may read:



The wording between the display lines might be changed to exploit some special brand of the cigarman, while in its present form it refers only to cigars.

When a cigarman gives full value to his customers he may well feel proud of the fact, and should not hesitate to emphasize the fact in an emphatic and forceful manner whenever an opportunity presents itself. He should live up to the exact letter of his advertising

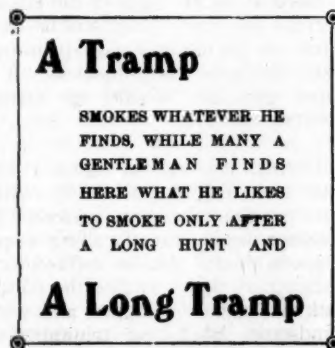


and he will eventually have created a reputation for fair and square dealing that will be worth many thousands of dollars to him. The show card appearing below would be most appropriate for his window—



The wording in center of card might be altered to conform more to the individual desire of the cigarman.

Here is another card that will attract attention in almost any cigar establishment:



Make every man who comes in for "Only a light, please," feel that he is perfectly welcome to it and the chances are that it will not be many days before he will want a light for one of the cigars out of your case. Politeness costs nothing and it smooths the wrinkles out of many a scowl.

And in this connection the following announcement might be made:



When a smoker is matchless he may desire a light and the chances are that if the cigarman will say: "Certainly—have a light; wouldn't you like a few matches?" that the smoker will take the matches and then feel under obligations to buy a cigar. When this trick is worked in a pleasant and courteous manner it will sell many a cigar to a man who came in simply for a light. Try it!

A general card may be used in every window display, many of which are also available for use inside of the store after they have outlived their window value. One may read thus:



And if thought advisable the center portion of the card only might be used—the top and bottom lines being omitted.

# THE SMOKER'S MAGAZINE

PUBLISHED BY

THE SMOKER'S MAGAZINE CO.

42 ALBANY ST., NEW BRUNSWICK, N. J.

—AND—

TIMES BUILDING, 41 PARK ROW,

TELEPHONE, 4386 CORTLANDT.

NEW YORK CITY.

Issued the first of every month. Ten cents a copy. Subscription price, \$1.00 a year, payable in advance, beginning at any time.

REMITTANCES should be made by N. Y. Draft, Express Order, or P. O. Money Order, payable to THE SMOKER'S MAGAZINE CO. Cash or stamps should be sent by Registered Letter. We cannot be responsible for loss if sent any other way.

When change of address is desired, both the old and new address must be given.

SUBSCRIPTIONS remain in force and the magazine is continued to responsible subscribers until we are notified by letter to discontinue, when payment of all arrears must be made.

ADVERTISING rates furnished upon application.

ENTERED at the New Brunswick, N. J. Post Office as second class mail matter.

VOL. XI. NOVEMBER, 1903. No. 5

**P**USH your business now—always now—and that means in all seasons of the year—push harder than ever when business seems at all bashful.

"Easy business" is what the Holiday trade is sometimes called, notwithstanding this the merchant should plan well in advance and have his stock in such shape and variety that it will be easy business for his customers to do business easy.

It is generally "easy" to do business when the merchant has the goods most sought after. It is not easy, however, always to anticipate correctly the public's wants.

Best judgment should be used in placing orders for Holiday goods and it is more desirable to sell out entirely than to have a large surplus stock to carry over for another year.

It is most unwise for any business man to wait until the last minute before placing his order for regular goods and novelties for the Christmas trade. Orders placed early with manufacturers receive more attention, for the reason that then they are not crowded with rush orders, as is the case when Christmas is but a few weeks off.

Mr. Cigarman, in case you have not already placed your orders for goods required during December, do so at once—do it now.

As a general rule fault-finders get less than what is really coming to them—if they would kick less, they would lose less.

Uncle Sam's domain is quite prosperous and there is really no good reason to expect panics, business failures, etc., simply because Wall Street thought it could sell water at Champagne prices. Keep up a normal business gait which may be gradually increased as the strength of the business permits and every thing will be well—while on the other hand, sprinting is likely to "wind" any business. A too rapid gait has wound up many a concern's affairs.

Holiday packings of cigars will this year look less like Mi Lady's Manicure Set than for many seasons. The common sense idea of calling a spade a spade should also be applied to the packing of cigars—make the package look like a box of cigars, and with a handsome label and trimming and natural grain of the wood, etc., the result will be found more satisfactory to the average smoker than would any amount of gingerbread work perpetrated on white enamelled paper.

System should be carefully observed in all matters of business—system not only facilitates business but it saves extra work, which eats up time; and time is money. Any man can devise

little systems that will fit into his business, which when perfected will enable him to do more and better work with less energy expended. In many cases lack of system leads to lack of success.

What would you think of a man keeping many years' accumulation of letters, receipted bills and other business documents in a miscellaneous jumble in a large box under his store counter? This is not a rare case—there are many others quite as ridiculous, that are simply a waste of good time. Such papers should be gone through *once* and filed and indexed and tied up in packages, thus saving further loss of time and enabling ready reference.

Frankness begets confidence and the merchant who secures the confidence of his customers has taken a long step toward success. There are dollars in Success.

The ruffianly art of making enemies should be omitted in the education of a successful seller. It is a crime to even appear careless as to a buyer's future patronage.

A set of Hotel Register Dates, 366 Days for the full year 1904, are now given free with a year's subscription to THE SMOKER'S MAGAZINE at \$1. These Register Dates are especially valuable to the Hotel Proprietor and are printed in a brilliant bronze red on first quality gummed white paper. They are also valuable for cigar merchants who wish to make a daily announcement of some special offer, the slips being used to date the cards, and as something new is offered each day it keeps smokers on the lookout as to what will be offered next. This is an excellent scheme and will draw smokers to the store window every day. Samples of the gummed dates are sent upon request.

A sunshiny smile carries through many a transaction and the salesman

who has the happy faculty of looking pleasant and being a pleasant talker has what is usually termed a pleasant time. Many a drummer has made his success through his ability to tell a good story and create a laugh.

To-day's business should be made to help to-morrow's business, and it will do it every time that a customer receives full value for the money he leaves with the merchant.

One Thousand Gummed Labels are given with a year's subscription to THE SMOKER'S MAGAZINE at \$1.00, and those subscribing or renewing subscriptions during the balance of the year will receive an extra present—be sure to ask for it. The combination is more than worth the money, as thousands of well pleased subscribers admit. Let us have your order to-day, please.

A line of fine pipes should be included in the cigarman's stock, not only at Christmas but at all other seasons. The profits are good and the sales are more frequent than supposed.

Successful tobacconists used thousands of *gummed labels* on their package goods—the more they use the better it pays them. Those desiring labels for Christmas should order before December first, to secure delivery for Christmas. It takes but a moment to send your order—lay down the Magazine and *do it now*, before it leaves your mind.

R. N. P.—A finer quality of tobacco is said to be now grown in Hayti and Jamaica than ever before. Tobacco is grown on most of the West Indian islands but it is far inferior to the Cuban and Porto Rican leaf.

Advertisers of good goods for men find THE SMOKER'S MAGAZINE a profitable proposition.

### The World of Tobacco.

**D**R. CAZE, an eminent French physician, says that smoking is not an injurious habit but a healthful one, and recommends it by rule, i. e. cigars must be mild and good and thrown away when half finished; never relighted when once out, nor end chewed; a holder lined with cotton or wool to absorb the nicotine should be used; and at home smoke a long stem pipe or narghile. These rules being observed one may smoke as much as he likes and it will do no harm but may do the smoker good. The Doctor further says: "Never remain in a cloud of tobacco-smoke."

—According to a recent decision of the N. Y. Supreme Court the Florodora guessing contest is not a lottery—it is legal and well within the law—the prizes going to those who show the best judgment and knowledge in the premises.

—The cigar leaf tobacco crop this year will fall considerably below 1902's production. The acreage is less and the yield lighter, while the quality is as good or even better than the 1902 crop. The quality in Pennsylvania, New York and Ohio is much superior.

—The U. S. Revenue department has ruled that lids must not be removed from cigar boxes for window or case display.

—Dr. Furt, after certain exhaustive experiments, says that he knows absolutely that the fine, very mild and fragrant Havana cigars smoked by King Edward VII., Baron Rothschild and J. Pierpont Morgan contain only 0.62 per cent. of nicotine—this means less than two-thirds of one per cent.

—Exports of leaf tobacco for nine months of the calendar show a falling off of nearly 29,000,000 pounds. Aside from plug and leaf, exports in other lines of tobacco show increases over the corresponding period of 1902.

—Numerous arrests of cigar manufacturers have been made of late in

New York, charged with having re-filled cigar boxes and re-using revenue stamps. May this practice be stamped out entirely.

—Many pencils have been worn out in figuring the probable number of cigars that our Uncle Sam will receive revenue on during this month, and all sorts of guesses have been sent in to the Florodora Tag Co., Jersey City, N. J. We have also done a little "ciphering" and have arrived at the number 614,647,475, and are now waiting for our \$5,000 reward.

—Excellent aroma is the main feature of the 1903 crop of Havana tobacco—still it has one drawback, that is, the blotched appearance of the leaf.

—Key West is extremely busy and orders continue to increase. The heavy demand for fine sizes also continues and as a result expert cigarmakers are at a premium.

—After considerable controversy the litigation between Sanche & Haya, Tampa, and H. Rinaldo & Co., San Francisco, has been settled out of court.

—The American Tobacco Co. is said to expend in advertising the sum of \$1,000,000 annually.

—The failure of Sutter Bros., New York and Chicago, was a sad blow to many houses in the trade, and a number of them have been seriously affected. As a result the failures of Crump Bros., of Chicago, Max Schatz Co., E. J. Mast & Co. and Manuel Lopez Co., of New York, have been announced, and other failures are expected to follow.

—Krib Klub, as a title for a brand of cigars, has been adopted by John W. Merriam & Co., New York, and the trade is notified that all infringements will be vigorously prosecuted.

—Smoking is not allowed in the White House reception room.

—The U. S. Revenue rulings say that all cigars must be sold from the original boxes and boxes must be destroyed as emptied. This means that the box of cigars must be presented to

# MI FAVORITA

## CLEAR HAVANA CIGARS.



MANUFACTURED AT KEY WEST, FLORIDA.

### **PARK & TILFORD,**

*Broadway, corner 21st Street,*

*NEW YORK.*

**PRICE LIST ON APPLICATION.**

Please mention THE SMOKER'S MAGAZINE to advertisers.



**YOUR MONEY RETURNED**

If you do not have a Cool, Dry Smoke,  
No Nicotine, No Mouthful of Bitter  
Juice, No Old Pipe Odor, if you smoke

The May Belle.



Patented June 10, 1902.

## SAURMAN'S New Era Pipe

It's easy cleaned, don't get rank, \$1.00  
with solid rubber or horn stem.

With fine amber stem, \$2.50.

With fine amber stem, heavy silver  
ferrule, \$3.50.

**NEW ERA PIPE CO.,**

Dept. 1.

NORRISTOWN, PA.

**Smoke Up!**  
*Mayer's 604*  
**PANETELAS**

are the most reliable  
**Stogie Smoke**  
money can buy.

—SEND—  
**\$1.00 at once for a sample box**  
and you will be convinced.  
Special price to dealers—Ask for  
quotation.

**W. I. MAYER & CO., Makers,**  
606 Liberty St., - Pittsburg, Pa.

a man in club, hotel or elsewhere that he may select his own smoke. Many clubs have filed a protest against a literal enforcement of the rule.

—Last month a petition in bankruptcy was filed against the Khedivial Co., manufacturers of cigarettes, formerly of Chicago, at 278 W. Broadway, New York, it being alleged by the creditors that the company is insolvent. A. H. Skillin has been appointed receiver. The liabilities are \$135,000; assets estimated at \$83,000.

—The Cigar Dealers' Association of America has completed arrangements for the use of stamps to be sold to manufacturers for revenue purposes—subscriptions will not be received from the manufacturers hereafter. Stamps in three combinations of color will be issued for cigars, manufactured tobacco and leaf tobacco. The stamps for cigars will be sold at \$2.50 a thousand, one to be attached to each box, making cost to manufacturer 5c. per thousand cigars when packed in 20ths. The stamps for manufactured tobacco will cost 75c. a thousand and each stamp will cover one pound. For leaf dealers, box makers and lithographers stamps are to be affixed to invoices as follows: \$50, 1c. stamp; \$100, 2c.; \$100 to \$250, 3c.; \$250 to \$500, 4c.; \$500 to \$1,000, 5c.; \$1,000 and over, 10c.

—Here is a case where smoking caused two deaths. Early this month Wm. Cuff, a miner, insisted upon smoking in the Opera House, Wallace, Idaho, which resulted in a shooting affray in which Cuff and Dr. Wm. Fins were almost instantly killed and Chief of Police McGovern and Officer Rose were wounded.

—All handlers of money should look out for new counterfeit \$5 silver certificates—it is an "Indian head" note, series of 1899, J. W. Lyons, Register; Ellis H. Roberts, Treasurer. The most noticeable defect is the blotchy appearance of the Indian's head. The paper is good, with red ink lines to imitate the silk fibre of the genuine note.

—Business is certainly booming in Tampa and as all of the cigar manufacturing interests there have been

"Giving a Friend a Weigh."



A Cigar Lighter.

smokers go blocks out of their way to the store that keeps the best five-cent cigar. Then why don't keep a cigar that will make your store popular? Why not sell a cigar that is pushed and advertised for you—a cigar that sells all the time—that keeps old friends and makes new ones?

## SWEET VIOLET CIGARS

Are GOOD Cigars

*The kind that makes a man risk burning his lips to get the last whiff*

THEY ARE THE "COME AGAIN" SORT: TRY ONE AND YOU WILL BUY MORE

A MAN can smoke one with his head in the air. He can give one to a friend or sell one to a customer and not lose either of them. It has been a strictly popular brand for the past fourteen years, and that's a long time. It will prove a revelation to those who have heretofore smoked the ordinary five-cent cigar.

When a dealer sells a "Sweet Violet" he makes a friend for his store, and friends are money in the cigar business. You know that keeps the best five-cent cigar. Then why don't keep a cigar that will make your store popular? Why not sell a cigar that is pushed and advertised for you—a cigar that sells all the time—that keeps old friends and makes new ones?

# AUSTIN, NICHOLS & CO.

J. EDWARD COWLES, Mgr. Cigar Dept.

New York.

### BARGAINS IN TYPEWRITERS.



Business men can save much valuable time by using a Typewriter. You will not be without one after once using. We furnish Remingtons, Smiths, Hammonds and standard machines at from \$25 to \$40, with full guarantee. New machines at reduced prices. Will send machine subject to trial. Standard machines rented at \$3 monthly.

We also exchange and buy for cash, Desks, Cabinets and Supplies at reduced prices. Send postal for illustrated list of all standard machines.

### Consolidated Typewriter Exchange,

243 Broadway, New York City.

Telephone, 5389 Cortlandt.

## JOS. ABRAHAM'S, LEAF TOBACCO

Wholesale and Retail.

202-204 Pearl Street, and 113 Maiden Lane,  
NEW YORK.

TELEPHONE 1853 JOHN.

### Union-Made Cigars.

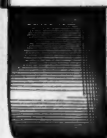
DEALERS who are interested in strictly Union Made Cigars are invited to write us for an explanatory price list. We want to hear from some critical dealers who are able to judge our prices and quality of cigars as compared with others. Write today, for tomorrow may never come, and address all letters to

W. E. KRUM & CO., Reading, Pa.

## Free Sample

# 25¢

## Straight



The only PERFECT cigar box lid holder and price card. Made of steel and enameled For cigar factories and jobbers, we print your

special ad—anything you want. Regular stock, all prices of cigars. Write for free sample and prices.

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POSITION OF SCALE WHEN COIN IS GENUINE

## The Smoker's Magazine Co.,

Times Building, :: New York

made on a permanent basis, many of the new factories being the most modern that money and brains can erect, the future prosperity of the city seems assured and it is not a far cry to say that Tampa will soon be the greatest Havana cigar manufacturing centre in the world.

—Here is a quatrain, in re the pipe, by that sweet poet, Cowper:

The pipe, with solemn interposing puff,

Makes half a sentence at a time enough;

The dozing sages drop the drowsy strain,

Then pause, and puff, and speak, and pause again.

—The demand for tobacco in France has increased at an amazing rate—the amount required now is nearly 20 times what it was in 1810. In 1835 the demand for snuff exactly equalled the demand for tobacco, and snuff did not begin to go out of use until 1869.

—It is stated that the men of London have taken to cigarette smoking after a manner that is causing alarm. Even the King, and all classes, down to the cat's-meat man, use cigarettes. The pipe is almost a forgotten friend. The average Englishman rarely smokes a cigar on the street or in other public place, and although he always has his pipe with him he reserves its use for indoor or country enjoyment. However, he always has his cigarette case with him, and it is usually filled with Turkish or Russian brands. Egyptians and Turks import the tobacco duty free, and manufacture the cigarettes in London.

—In Italy, a curious experiment has been made with electricity to induce the growth of tobacco. By making practically a large earth battery, it has been found that the plant not only grows more rapidly, but is more productive and of better quality.

—Match holders are now made in England so that it is impossible for any one to remove all of the matches at once. The main idea of the invention is a hole of sufficient size for one match to pass through at a time, but it would take some time to remove all of them from the case.



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—In Oriental countries opium is often mixed with Persian tobacco, which blend produces a peculiar sort of ecstasy, and the dreams resulting are said to transcend any ideas that can possibly be expressed in words. The effect of smoking this concoction, on the average European, is said to be quite opposite to that on the Oriental. The effects are but transient and the reaction painful and if persisted in the inevitable result to the smoker is most deplorable.

—It is believed that the first pipes were reeds or hollow bones, which, through a process of evolution, came in time to be made of stone or earthenware. As for tobacco, it was only one of many plants smoked by the American Indians, an endless variety of leaves, twigs, bark and even roots being employed in this way. Sumac and willow were used by them almost to as great an extent as tobacco. The latter plant was first met with by Columbus on his first voyage.

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41 Park Row, New York.

## Tobacco Given and Taken.

**T**HERE is one thing curious about the use of tobacco," recently remarked a man who manages to consume his share of the weed, "and that is the fact that one-half of the tobacco bought by the average user to-day is given away. They may get a fair return. They no doubt do. But this does not alter the fact nor does it detract from the interest

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which one would naturally feel. Frequent comment has been made on the little courtesies existing between tobacco users. No other habit can equal the tobacco habit when it comes to putting men on a basis of social equality, and this fact has frequently been referred to. This is exactly why one-half of the tobacco in the world is given away by the men who buy. A plug of tobacco in a chewer's pocket is a sort of bank upon which any other chewer may draw a draft for one chew or more, according to his needs. The same thing may be said of a bag of tobacco, a package of cigarettes or tobacco in any of its forms, for that matter. Tobacco circulates freely among the men who use it, and all users seem to have a common ownership in all the tobacco purchased in whatever form it may take. I guess a greater number of cigarettes are given away than tobacco in any other of its forms. It would be safe to estimate that more than 50 per cent. of the cigarettes bought are given away. Probably it would not be risky to say that three-fourths of the cigarettes bought in the various forms ready-made and loose, are given away by the men who buy them. But it would be wrong to assume that this generous giving represents a loss. These gratuities are mutual. The fellow who comes receives also. The law of compensation comes into play. Your plug of tobacco belongs to me to-day. To-morrow my plug of tobacco is at your disposal. The same may be said of cigarettes and smoking tobacco in its other forms. It is generally an even swap, and really no one user of the weed would get the best of his fellow users."

"Great Caesar, Van Dyke, you're smoking yourself to death!"

"I know it, but I've only got to smoke one hundred and fifty-seven boxes more, and then I'll get a jack-knife."

Deacon Cobbs—"William, if your father should have ten dollars and some one should give him five dollars, how much would he then have?"

William—"Nothing; but ma would have a new hat."—Chicago News.

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<b>Book &amp; Co.</b>		Reina Victoria	1-10. 140	Puritanos Finos	1-20. 119	Conchas Especial	1-20. 118
Almuerzos	1-20. \$191	<b>Flor de Cuba.</b>		Regalia Chiquita	1-20. 89	Deleites	1-20. 107
Cabinets	1-40. 265	Albas Finos	1-40. \$310	Rge. Esp. Ex.	1-20. 153	Panetelas	1-10. 113
Clavetes	1-10. 86	Bouquets	1-40. 225	Regalia Esp. Sub.	1-20. 153	Perfectos	1-40. 200
Culebras	1-20. 147	Celestiales	1-40. 360	Rositas	1-20. 105	Petit Bouquets	1-40. 188
Deliciosos Ex.	1-40. 157	Deliciosos	1-20. 390	Sublimas Perf.	1-40. 193	Pred de Dewey	1-40. 210
Esquisitos Comp.	1-20. 213	Exquisitos	1-20. 174	<b>Henry Clay.</b>		Regalia Esp.	1-20. 140
Tales of Smoke	1-40. 285	Hortensias	1-40. 193	Aguilas de Guill.	1-40. \$365	<b>Lord Beaconsfield.</b>	
Gems	1-10. 102	Fortenas	1-40. 155	Alvas	1-40. 290	Bachelors	1-20. \$120
Lindas	1-40. 131	Petit Bouquet	1-40. 139	Bouquet Royal	1-40. 179	Bouquets	1-20. 145
Longfellow	1-40. 441	Perfectos Esp.	1-40. 208	Brevas	1-10. 148	Camellas	1-20. 95
Marquesas	1-20. 100	Perlas	1-20. 30	Concha Esp.	1-20. 118	Excelior	1-20. 125
Obsequios	1-40. 260	Recuerdos Imp.	1-40. 400	Concha Selec.	1-20. 94	<b>La Rosa de Santiago.</b>	
Oradores	1-20. 231	Regalia Perfecta	1-20. 155	Londres fino Esp.	1-10. 137	Brevas, a la Con's	1-10. \$160
Panetelas	1-10. 115	Regalia Chica Ex.	1-20. 145	Lulus	1-20. 178	Bouquet, Extra.	1-40. 205
Perfectos	1-40. 193	Regalia Selecta	1-20. 147	Matines	1-10. 144	Camellas	1-20. 205
Petit Ducs	1-20. 133	Reina Vic Esp.	1-10. 210	Nancy Hank	1-20. 247	Celestiales	1-40. 344
Princessas	1-10. 103	Royales	1-40. 175	Napoleons	1-40. 270	Conchas, First	1-20. 123
Puritanos Finos	1-20. 122	Sublimas	1-40. 270	New Yorkinos	1-40. 190	Concha Esp.	1-20. 114
Regalia Esp. Ex.	1-20. 153	<b>Flor de Benito Suarez.</b>		Panetelas	1-20. 136	Delicias	1-10. 104
Violetas	1-10. 102	Panetelas	1-10. \$93	Para la Nobles.	1-20. 203	Deliciosos	1-40. 175
		Regalia Esp.	1-20. 150	Perfectos	1-40. 193	Diplomaticos Esp.	1-20. 195
				Predelictos	1-20. 274	Hermosos	1-20. 195
				Puritanos Finos	1-20. 123	Invincibles Ex.	1-40. 242
				Regalia de Paris	1-40. 133	Jockey Club	1-10. 108
						Magnolias	1-20. 282
						Media Reg Esp.	1-20. 147
						Perfectos	1-40. 290



**Villar y Villar.**

Bouquets .....	1.40.	\$15
Deliciosos .....	1.30.	174
Escep Rothschilds .....	1.10.	266
Esquisitos .....	1.30.	175
Invincibles .....	1.40.	265
Knickerbockers .....	1.10.	187
Panetelas .....	1.10.	138
Perfectos .....	1.40.	243
Petit Bouquets .....	1.40.	182
Princesas .....	1.10.	112
Reina Fina .....	1.30.	192
Rothschilds .....	1.30.	205

**The Waldorf.**

Bouquets .....	1.40.	\$160
Canadores (foli) .....	1.40.	235
Concha Esp .....	1.30.	105
Delicias .....	1.30.	100
Deliciosos .....	1.40.	150
Deliciosos, Ex .....	1.40.	166
Londres Imp .....	1.10.	135
Lulu .....	1.10.	215
Perfectos .....	1.40.	197
Perf. (for fina) .....	1.40.	195
Perfecto Finos .....	1.40.	200
Petit Bouquet .....	1.40.	140
Petit Ducs .....	1.30.	155
Panetelas .....	1.10.	100
Puritano Finos .....	1.30.	120
Rothschilds .....	1.30.	165

**Waldorf-Astoria.**

Aristocracias .....	1.40.	\$160
Astoria Perf .....	1.40.	244
Bouquets Imp .....	1.40.	216
Deliciosos .....	1.40.	192
Greater New York .....	1.40.	276
Invincibles .....	1.40.	265
Panetelas .....	1.10.	125
Petit Bouquet .....	1.40.	176
Perfectos .....	1.40.	213
Puritano Finos .....	1.30.	130
Regalia del Prin .....	1.30.	128
Royales .....	1.30.	192
Regalia Excell .....	1.30.	160
Lillas (foli) .....	1.10.	124
Serpentinos .....	1.30.	162

**Washington.**

Bouquets Finos .....	1.40.	\$133
Edison's .....	1.40.	194
Invincibles .....	1.40.	193
Puritano Finos .....	1.30.	112

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Bouquets .....	1.40.	104
Brevas (pkgs. 25) .....	1.10.	85
Camelias .....	1.30.	60
Concha Esp .....	1.30.	75
Casinos .....	1.30.	90
Deliciosos .....	1.40.	110
Elegantes .....	1.30.	56
Invincibles .....	1.40.	143
Jockey Club .....	1.10.	71
Londres Fina Esp .....	1.10.	82
Delicatanos .....	1.30.	53
Magnolias .....	1.40.	128
Perfectos .....	1.40.	109
Perfectos Finos .....	1.40.	109
Petit Bouquets .....	1.40.	93
Petit Ducs .....	1.20.	82
Predilectos .....	1.20.	156
Puritano Finos .....	1.20.	78
Regalia Esp .....	1.30.	104
Rothschilds Ex .....	1.30.	133
Varietas .....	1.30.	133
Washington .....	1.40.	213

**La Rapida.****PARK & TILFORD.**

Conchas Esp .....	1.30.	\$35
Londres, Fina Ex .....	1.10.	60
Perfectos .....	1.40.	73
Pets .....	1.20.	34
Puritano Finos .....	1.30.	64

**La Ermina.****PARK & TILFORD.**

Apollos .....	1.30.	\$53
Aromaticos .....	1.30.	52
Camelias .....	1.30.	49
Conchas Esp .....	1.30.	56
Concha Fina Esp .....	1.30.	47
Puritano, Ex .....	1.30.	54
Puritano, Finos .....	1.30.	52
Rothschilds, Ex .....	1.30.	63

**La Elegancia.****Acker, Merrill & Condit Co.**

A. M. & C. Cab .....	1.40.	\$178
Apollo .....	1.30.	70
Bouquet Fino .....	1.40.	106
Cabinet .....	1.30.	88
Camelias .....	1.30.	57
Chiquitos .....	1.30.	39
Comme il Faut .....	1.30.	79
Conchas Bouq .....	1.20.	64
Concha Ex .....	1.30.	58
Conchas Selectas .....	1.30.	64
Deliciosos Ex .....	1.40.	106
Double Enders .....	1.40.	78
Favoritas .....	1.30.	55
Invincibles .....	1.40.	143
Jockey Club .....	1.10.	70
Knickerbockers .....	1.40.	78
Knickerbocker Ex .....	1.40.	73
Londres Grande .....	1.10.	81
Manhattan .....	1.40.	73
Media Regalia .....	1.30.	58
Opera Reinas .....	1.10.	55
Perfectos .....	1.40.	132
Perf. Ex. Finol .....	1.40.	124
Perlas .....	1.30.	79
Petit Bouquets .....	1.40.	74
Petit Ducs .....	1.30.	73
Ponies .....	1.40.	35
Puritano Ex .....	1.30.	76
Regalia Esp .....	1.30.	102
Regalia Ex .....	1.30.	98
Rothschilds .....	1.30.	78
Savoy .....	1.30.	92
Seleccion Esp .....	1.30.	122
Selecta Ex .....	1.30.	77
Selectas .....	1.30.	83
Union League Esp .....	1.30.	74
Victorias .....	1.40.	96

**La Belle Rosa.**

Camelias .....	1.30.	\$57
Concha Fina .....	1.30.	60
Puritano .....	1.30.	76
Delicias .....	1.30.	85
Diplomaticos .....	1.30.	93
Perfecto Finos .....	1.40.	120
After Dinners .....	1.40.	125

**La Americana and Justicia.****F. NESS & CO., Rochester, N. Y.**

Invincibles .....	1.40.	\$125
Imperial Especial .....	1.30.	95
Perfectos Especial .....	1.30.	92
Perfectos .....	1.30.	90
Puritano Extra .....	1.20.	85
Londres Extra .....	1.10.	82
Puritano Finos .....	1.20.	80
Exquisitos .....	1.30.	78
Londres .....	1.30.	75
Regalias Conchas Ex .....	1.30.	73
Panetelas .....	1.30.	72
Conchas Esp' Ex .....	1.40.	70
Aromas Bouquet .....	1.30.	70
Londres Chico .....	1.20.	70
Regalia Conchas .....	1.30.	70
Favoritos .....	1.20.	70
Aromas .....	1.20.	65
Petit Perfectos .....	1.30.	65
Conchas .....	1.20.	60
Petit Ducs .....	1.20.	55

**Marcello.**

Brevas .....	1.10.	\$95
Bouquets .....	1.40.	105
Canadores (foli) .....	1.40.	115
Conchas Esp .....	1.30.	63
Deliciosos Fina .....	1.40.	75
Escepcionales .....	1.40.	175
Entreactos .....	1.10.	75
Graciosos .....	1.30.	160
Imperiales .....	1.40.	160
Invincibles .....	1.40.	160
Knickerbockers .....	1.10.	90
Londres Grande .....	1.10.	160
League Clubs .....	1.30.	88
Petit Ducs .....	1.10.	78
Panetelas .....	1.40.	95
Perfectos Royal .....	1.40.	110
Perfectos Ex .....	1.40.	130
Perfectos .....	1.40.	130
Puritano Finos .....	1.30.	80
Regalia Chiquita .....	1.30.	60
Rothschilds .....	1.30.	70
Rothschilds Ex. Fina .....	1.30.	100
Regalia Ex .....	1.30.	100

**La Sinceridad.**

Ambassadors .....	1.40.	\$115
Aristocrats .....	1.40.	105
Canadores .....	1.40.	105
Chums .....	1.30.	35
Criterion .....	1.30.	100
Deliciosos .....	1.30.	85
Diplomatico .....	1.20.	85
Emperors .....	1.40.	150
Fancy Tales .....	1.40.	175
Jockey Club .....	1.30.	95
Knickerbocker .....	1.30.	70
Londres Grande .....	1.10.	70
London Club .....	1.30.	95
Majors .....	1.40.	125
Monograms .....	1.40.	115
Panetela Fina .....	1.20.	80
Perfecto C .....	1.40.	130
Perfectos Finos .....	1.40.	100
Perfectos .....	1.40.	125
Perlas .....	1.40.	90
Puritano Finos .....	1.30.	80
Regalia Nobles .....	1.30.	95
Town Topics .....	1.40.	75

**Optimo.**

Aromaticos .....	1.30.	\$90
Bachelors .....	1.30.	100
Caballeros (a bds) .....	1.10.	85
Conchas Ex .....	1.30.	60
Delmonico .....	1.30.	80
Escepcionales .....	1.40.	165
High Life .....	1.20.	70
Invincibles .....	1.40.	175
Londres Fina .....	1.10.	70
Media Perfectos .....	1.40.	135
Napoleons .....	1.40.	72
Panetelas .....	1.40.	135
Perfectos .....	1.40.	150
Prince of Wales .....	1.30.	85
Regalia Esp .....	1.30.	95
Reina Vic. Esp .....	1.10.	95

**La Petronila.**

Londres .....	1.10.	\$93
Madison .....	1.30.	80
Regalia Especial .....	1.30.	95
Van Buren .....	1.30.	108
Washington .....	1.30.	95

**Riqueza de Tampa.**

Bouquet Fina .....	1.40.	\$90
Brevas .....	1.10.	85
Conchas Esp .....	1.30.	60
Deliciosos .....	1.30.	65
Elegantes .....	1.30.	68
Exquisitos .....	1.40.	158
Invincibles .....	1.40.	110
Lilliputanos .....	1.10.	68
Panetelas .....	1.10.	63
Panetelas Fina .....	1.10.	63
Petit Ducs .....	1.30.	75
Puritano Fina .....	1.30.	75
Perfectos .....	1.40.	138
Perfectos Sup .....	1.40.	98
Regalia Esp .....	1.30.	62
Smokers .....	1.10.	80
Violetas .....	1.10.	80

**Solace Factory.**

Bouquets .....	1.40.	\$75
Club Expla .....	1.30.	75

Con. Esp .....	1.40.	\$65
Coquette .....	1.10.	60
Deliciosos .....	1.40.	88
Delmonicos .....	1.30.	85
Favoritas .....	1.30.	80
Full Dress .....	1.30.	90
Knickerbockers .....	1.30.	100
Napoleons .....	1.40.	125
Perfectos .....	1.40.	130
Perfectos Esp .....	1.40.	95
Petit Ducs .....	1.40.	75
Petit Perfectos .....	1.40.	100
Puritano .....	1.30.	80
Puritano Fina .....	1.30.	85
Reina Fina .....	1.10.	70
Reina Vic. Ex .....	1.30.	95
Rothschild .....	1.30.	85
Young Ladies .....	1.30.	60

**La Unita de Cuba.**

After Dinner .....	1.40.	\$150
Bouquets .....	1.40.	70
Cabinets .....	1.40.	172
Conchas .....	1.30.	63
Conchas Esp .....	1.30.	65
Delmonicos .....	1.30.	80
Invincibles .....	1.40.	165
Londres .....	1.10.	80
Panetelas .....	1.30.	75
Perfectos .....	1.40.	135
Perlas .....	1.30.	60
Puritano .....	1.30.	78
Sublimes .....	1.30.	85

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Aristocrats .....	1.30.	\$95
Brevas .....	1.10.	85
Bouquet Ex .....	1.40.	80
Cabinets .....	1.30.	75
Diplomatico Esp .....	1.30.	100
Delicias Fina .....	1.40.	110
Delmonico .....	1.30.	90
Gems .....	1.40.	70
Invincible .....	1.40.	175
Jockey Club .....	1.30.	110
Monopole .....	1.40.	100
Majors .....	1.40.	150
Petit Perfecto .....	1.30.	70
Perfecto Fina .....	1.40.	150
Petit Bouquet .....	1.30.	75
Panetela Fina .....	1.30.	80
Perlas .....	1.40.	110
Perfecto .....	1.40.	160
Perfecto Selecto .....	1.40.	110
Perfecto Esp .....	1.40.	150
Royal Perfecto .....	1.30.	100
Regalia Cabinet .....	1.40.	120
Regalia Esp .....	1.30.	100
Rothschild .....	1.30.	85
Reina Vic. Esp .....	1.10.	100
Regalia Perfecto .....	1.40.	120
Violetas .....	1.30.	60

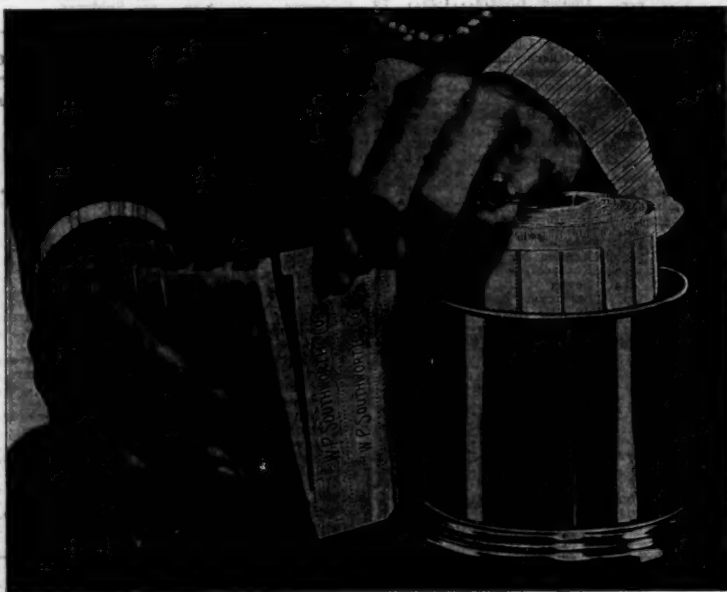
**Henry Irving.**

Puritano Fino .....	1.30.	\$80
Regalia Concha .....	1.30.	70
Concha Fina Esp .....	1.30.	60
Brevas .....	1.10.	85
Londres Extra .....	1.10.	70
Puritano Esp .....	1.30.	70
Perfectos .....	1.40.	110
Victoria .....	1.30.	85
Panetelas .....	1.30.	70
Colonias .....	1.20.	90
Stubs .....	1.30.	90
Regalia American .....	1.10.	70
Union Club .....	1.30.	90
Perfecto de C .....	1.40.	100
Perfecto Extra .....	1.40.	85
Invincibles .....	1.40.	158
Dainties .....	1.30.	90
Jockey Club .....	1.30.	95
Panetelas Fina .....	1.30.	75
Delicias .....	1.40.	100
Petit Duc .....	1.30.	35
Bouquet .....	1.40.	90
Rothschilds .....	1.30.	75
Edition De Luxe .....	1.40.	275

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